

# THANK YOU

Thank you for taking time out your busy schedules to United Way raise funds to better our community. Your talent, generosity, and support will help ensure that our partners have the funds needed to make a measurable difference in people's lives. We truly could not complete our work without you!



# CONTACT US

We are here for you! Please let us know if we can be of any assistance!

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# CONNECT WITH US

Tag United Way on social media using the following:

**#LIVEUNITED**

**#UWSWOK**

**#GiveWhereYouLive**



# GIVE WHERE YOU LIVE

## 2019 CAMPAIGN GUIDE



United Way  
of Southwest Oklahoma

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Congratulations on joining the United Way Annual Campaign team! This guide will help you have a successful campaign, by teaching how to effectively communicate what UWSWOK does, the community benefits of donating to the Annual Campaign, and how to solicit donations for UWSWOK and its funded partners.

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# DATES TO REMEMBER

## 4<sup>th</sup> ANNUAL BLUE TIE GALA (Official Campaign Kick Off)

- SEPTEMBER 6<sup>TH</sup>, 2019 At Hilton Garden Inn

## Texoma Gives

- SEPTEMBER 12, 2019 (Online)

## City of Lawton 2019 Chili & Dessert Cook Off

- NOVEMBER 7<sup>th</sup>, 2019

## Campaign Completion (All Reports Turned into UWSWOK)

- NOVEMBER 15<sup>th</sup>, 2019
- 

## End of Campaign Celebration

- DATE TBD

*Keep up-to-date with upcoming events through our website or through our social media pages.*



# CAMPAIGN WRAP UP

When your organization completes their campaign:

## IF YOUR COMPANY/ORGANIZATION USED PLEDGE FORMS PROVIDED BY UNITED WAY:

- Return the WHITE copy to the United Way in the campaign envelope.
- The YELLOW copy goes to the company's payroll department.
- The PINK copy is given to the donor.
- 

## IF YOUR COMPANY/ORGANIZATION USED COMPANY SPECIFIC OR ONLINE PLEDGE FORMS:

- Record the name and annual amount donated by each individual on a spreadsheet to submit to UWSWOK

## PLEASE RETURN TO UNITED WAY:

- Campaign Report Envelope- Ensure the envelope is completed, including total # employed, # pledging, and \$ amounts.
  - Located on the top left of the envelope is a box where you can check if there are any designated pledges, if a donor qualifies to be a Leadership Donor, and if your employee group qualifies for an employee award.
  - Make sure that all fundraisers are listed on the envelope in the area entitled Special Events.
  - Please make sure that the person completing the envelope signs and seals it.
  - Please mark billing instructions on the front of the envelope.
- The WHITE copies of the pledge form (*if using UW pledge form*) or provide spreadsheet with name and annual amount donated by each individual (*if done online*)
- Cash and Checks (made out to United Way of Southwest Oklahoma)
- Employee Award Qualification Form- If your company qualifies for a Gold, Silver, or Bronze employee award (this can be calculated for company employees as a whole or by departments within a company). *See page 9 for guidelines*

# WHY UNITED WAY?

Every United Way is different because every community we operate in has different needs. While we do raise funds to support our funded partners we are much more than just a fundraiser. United Way of Southwest Oklahoma (UWSWOK) links nonprofit organizations, businesses, community, social services, and the public together to work for the common good of Southwest Oklahoma.

Through our many partnerships (funded and community partners) and collaborative initiatives we are able to help our community create, promote, and execute tangible solutions that can solve the critical issues of Education, Income Stability, Health, and Basic Needs.

UWSWOK is dedicated to continue identifying ways in which our community can become a better place to live and work. In order to do that, we rely on the generosity of our community members.

## WHO BENEFITS?

In 2018, donors invested over \$929,000 in our funded partners to stabilize and expand the great work that they already do for our area. A total of 5 education programs, 3 income stability programs, 8 health programs, and 6 basic needs programs received much needed funding to help meet the needs of 87,761 community members.

Without the programs offered by our funded partners, community partners, and collaborative initiatives, many of our citizens would have no one to turn to in their time of need. Visit our website, [www.uwswok.org](http://www.uwswok.org) or follow us on Facebook to learn more about each program funded by UWSWOK

Visit the *Success Stories* sections of our website for personalized stories.

# ECC CAMPAIGN CHECKLIST

- Review your company's giving history to get a snapshot view of their past relationship with United Way.
- Encourage your CEO and/ or leadership to be involved:
  - Complete his/her pledge card.
  - Pledge a corporate gift on behalf of the organization.
  - Promote incentives including corporate match to all employees.
  - Send an email to all employees about the campaign.
  - Promote United Way during regularly scheduled staff meetings.
  - Participate in/or attend campaign meetings.
- Recruit a committee of co-workers to help you.
- Utilize the United Way staff.
- Set a challenging but realistic goal.
- Schedule specific start/end dates for your campaign to run, and inform your co-workers of the deadline.
- Educate your co-workers:
  - Funded partners and United Way staff & board members are always available to speak.
  - See the sample rally and ECC speech outlines on page 5.
  - Send weekly emails that feature a United Way success story.
  - Contact United Way staff about scheduling a Funded Partner tour.
- Complete your campaign by collecting pledge cards and reporting your results to United Way staff.
- Thank your co-workers for their generosity! Send an email, hang up thank you posters, and plan a celebration for a job well done!

**BELIEVE  
THERE IS A  
SOLUTION TO  
CHANGE LIVES**

# 2019-2020 FUNDED PARTNERS

**Armed Services YMCA**

**Boy Scouts of America, Last Frontier Council**

**CASA of Southwest Oklahoma**

**Catholic Charities**

**Center for Creative Living**

**Christian Family Counseling Center**

**Family Promise of Lawton**

**Girl Scouts of Western Oklahoma**

**C. Carter Crane Shelter for the Homeless**

**Hearts that Care Volunteer Health Clinic**

**Lawton Food Bank**

**Lawton Family YMCA**

**Legal Aid Services of Oklahoma**

**Marie Detty Youth and Family Service Center**

**Roadback, Inc.**

**Salvation Army Corps Community Center**

**Success By 6**

*In-house Education Program of UWSWOK*

**Teen Court**

## WAYS TO DONATE

The ECC (or CEO) should be responsible for explaining their company's options for giving (online donations, cash, check, credit card, payroll deduction, etc.). This can be done at a rally, in campaign literature, or one on one. Be sure your employees when the donation deadline is, and where to turn in their donations. You can even incentivize donations by awarding prizes to those that complete their forms by a certain date. If you have any questions about pledge cards or ways to donate, United Way staff can assist you!

### CREDIT/DEBIT CARDS

Donors may give to United Way through any major credit or a debit card. Those using credit/debit cards to donate can do so by:

- Completing a United Way pledge card including the V code (last 3 digits) located on the back of the card and the billing address zip code.
- Calling the United Way office for the transaction to be completed by phone.
- Stop by the United Way office for the transaction to be completed in person.
- Donating online by visiting [www.uwswok.org](http://www.uwswok.org) and click on the "Donate" button.

### PERSONAL/BUSINESS CHECKS

ALL checks should be made out to UNITED WAY OF SOUTHWEST OKLAHOMA. Checks made out to individual 501(c)(3) organizations CANNOT be processed through the United Way Campaign.

### CASH

Cash is always accepted! If a donor wishes to give in cash please have them complete a pledge card which denotes their cash gift.

### TEXT TO GIVE

Donors may give through any mobile phone by texting UWSWOK to 41444.

## UWSWOK WEBSITE

Additional information about UWSWOK is available on our website. Visit our Campaign Center and explore all that it has to offer.

[www.uwswok.org/campaign](http://www.uwswok.org/campaign)



## UNITED WAY EXPRESS

Witness first-hand the impact that your campaign contributions. Our Funded Partners welcome the public to visit their agencies. Scheduling a United Way Express tour will let you and your coworkers see how your gift changes lives forever, and encourages everyone to do more.



To schedule a tour, please contact our Community Engagement Manager Frank Myers at 355-0218 or at [frank.myers@uwswok.org](mailto:frank.myers@uwswok.org).

*Please note that tours must be scheduled 2 weeks in advance.*



# SAMPLE RALLY SPEECH

1. Introduce yourself and thank everyone for attending.
2. Give a brief overview of your organization's United Way campaign. Include:
  - Your organization's campaign dates.
  - Your organization's fundraising goal.
  - United Way facts/statistics using the United Way materials provided.
3. Share your personal United Way story, either as a donor, volunteer, or as someone who benefitted from their services
4. Outline incentives offered to the employees who donate
  - EX: corporate match, corporate gift, prizes, luncheons, et al
5. Introduce the United Way speaker.
6. Be sure to say THANK YOU!

# SAMPLE RALLY AGENDA

Use this agenda to help plan your campaign rally! Typically, each rally lasts about 15 to 30 minutes. Don't have that much time? Your United Way staff can work with you to help plan a rally that works for your organization.

- 3 min - Welcome & United Way Endorsement *CEO or ECC*
- 5 min – "Why United Way?" Presentation *UW Rep or ECC*
- 6 min United Way Partner Spotlight *UW Partner Rep*
- 3 min Wrap Up (& Incentive Reminders) *CEO or ECC*
- 3 min Collect Pledges *ECC*  
(or remind them to pledge online)



# LEADERSHIP GIVING

Encourage donors to become a Leadership Donor and maximize their impact. Membership begins with an annual gift of \$500 or more.

## Leadership Giving Levels:

- **Tocqueville Society**- is reserved for our most generous and community-minded contributors. Tocqueville members represent those who are willing to truly invest in the welfare of our community with a contribution of \$10,000 or more annually to United Way. As a member, you will be included in the national Tocqueville Society Registry.
- **Diamond**- are those donors who make a contribution of \$5,000 to \$9,999 annually.
- **Emerald**- are those donors who make a contribution of \$2,500 to \$4,999 annually.
- **Ruby**- are those donors who make a contribution of \$1,500 to \$2,499 annually.
- **Platinum**- are those donors who make a contribution of \$1,000 to \$1,499 annually.
- **Gold**- are those donors who make a contribution of \$500 to \$999 annually.

All Leadership Donors are featured in the UWSWOK annual report, highlighted on our website donor page, and as a thank you are invited to attend an exclusive annual Leadership Donor Reception.

# EMPLOYEE GIVING AWARDS

## Employee Giving Award Levels:

- **Gold Award** members have 85% of employees pledging Fair Share,
- **Silver Award** members have 75% of employees pledging Fair Share, &
- **Bronze Award** members have 50% of employees pledging Fair Share.

*Fair Share is equal to 1 hour of pay per month for hourly employees and 1% of annual pay for salaried employees.*

# 2019 CAMPAIGN FACT SHEET

CAMPAIGN CHAIR Natalie Fitch

- Locally funded health and human services agencies are pre-screened for need, integrity, and effectiveness of services by approximately 55 local volunteers, like you, who make up our Community Investment Committee.
- UWSWOK supports 22 programs through our 17 funded partners.
- UWSWOK funds programs responding to identified community health and human service needs, not capital improvements.
- The UWSWOK maintains an operating expense of 14% which is far below the Better Business Bureau recommended 35% for non-profit organizations.
- In 2018, 87,761 individuals in SW Oklahoma were served by our funded partners and collaborative initiatives.
- Give where you live! Money raised in Lawton-Ft. Sill, OK goes to programs that are housed locally. The name United Way of Southwest Oklahoma refers to our region. Due to the rural area many individuals drive many miles (60 or more) to gain services from our funded partners located in Lawton-Ft. Sill, OK.
- For more statistics please see our website under campaign center.

**UNITED WE FIGHT.  
UNITED WE WIN.**

**LIVE UNITED**

# TIPS FOR A SUCCESSFUL RALLY!

- Get them pumped by playing some music.
- Decorate the room in United Way colors (red, blue, and yellow)
- Serve food and/or snacks. Free food always gets people up and away from their desks.
- Pass out the United Way materials.
- Decorate with United Way posters and flyers (ask UWSWOK staff for these)
- Invite a speaker. Tell stories about being impacted by a United Way partner agency.
- Schedule for a United Way staff member or Funded Partner to speak at the Rally by contacting Frank Myers (frank.myers@uwswok.org)
- Offer fun door prizes to encourage attendance
- Create in-office campaign competitions
- Share all the incentives for participation!



**United Way  
of Southwest Oklahoma**

## IDEAS TO GET PEOPLE

### **BREAKROOM RALLY**

Have an employee rally that features a funded partner speaker, a United Way speaker, and the United Way campaign video. Encourage your fellow co-workers to attend and learn about United Way.

### **LUNCH**

Who doesn't love a meal they didn't have to cook? Have a catered group luncheon where attendees pay to eat.

### **SNACK O'CLOCK**

It's 2 o'clock and your afternoon munchies have kicked in. For \$2 employees can purchase trail mix, beef jerky, popcorn, or any of your favorite treats.

### **BOTTOMS UP**

For \$1, employees can purchase a beverage of their choice!

### **CHILI COOK-OFF**

A good, old-fashioned chili cook-off always brings in lots of attendance.

### **PHOTO BOOTH**

Set up a photo booth with fun and interesting props and let the silly pictures begin!

### **TRICK OUT YOUR OFFICE SPACE**

Encourage employees to decorate their office or their department with the United Way, LIVE UNITED theme. Winner gets a prize.

### **BINGO**

Employees pay \$2 per Bingo Card and then play as their numbers are "called out" via email, with the game continuing until someone gets a BINGO!

### **JEANS DAY**

Employees pay to wear jeans for one day or multiple days!

### **DINE & DONATE**

Have a favorite restaurant? Contact the management to see if they will donate a % of sales on a particular date to UWSWOK.

### **BREAKFAST**

Nothing brightens a workplace like donuts or breakfast burritos! For \$1 employees can purchase a breakfast treat and support UWSWOK.

## INVOLVED IN CAMPAIGN

### **SCAVENGER HUNT**

Create a fun scavenger hunt around the office using United Way "Give Where You Live" themes. Offer a prize to the winner!

### **UW NEW EMPLOYEE PACKETS**

Give out the United Way New Employee to engage them in your organization's culture of giving. Contact [judy.dial@uwswok.org](mailto:judy.dial@uwswok.org) for materials

### **VIP PARKING**

Auction or raffle off a prime parking space for one lucky winner to keep for a set amount of time.

### **TRIVIA CONTEST**

Send out a daily email with several trivia questions about United Way, and the first to respond correctly each day wins a prize! Or have a lunchtime trivia competition in the break room.

### **DIP JAR**

Contact United Way staff about setting up our digital fundraising jar at your business.

### **ART RAFFLE**

Have a well-known artist as a friend/co-worker? Have them create a piece of art you can auction off or sell raffle tickets for.

### **PRANK WARS**

Create a few harmless pranks (letter full of glitter, items taped to desk, etc.) that co-workers can pay to have played on one another.

### **PUMPKIN CARVING CONTEST**

Allow employees to create a masterpiece out of a carved pumpkin. Everyone votes by donating money (each \$1 counts as 1 vote) and the winner gets a prize!

### **COOK OFF**

Have each employee make a signature dish that will beat everyone else's! Use \$1/1 vote to determine the winner!

### **WINDOW WASHING**

Wash employee car windows as a way to say "Thank you" for donating to United Way!

### **PENNY WAR**

Have departments compete by collecting change in jars!